ORDER

Orders Order / Rev: 164967 Alt Order #: Martin Heinrich 8/23-8/27 additional orde Product Desc: **KOB** Estimate: Flight Dates: 08/23/12 - 09/01/12 Primary AE: Olivia Lawrence Original Date / Rev: 08/22/12 / 08/29/12 Sales Office: **KOB** Order Type: **GENERAL** Sales Region: Local Agency Name: Media Strategies & Research **Buying Contact:** Suzanne Lorimer Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1580 Lincoln St Ste 510 Billing Cycle: EOM/EOC Denver, CO 80203-1507 Agency Commission: 15% Advertiser **Heinrich for Senate** Name: Demographic: A35+ New Business Thru: 05/05/09 **Product Codes:** PL1 Order Separation: 00:15:00

Bill Pl

Bill Plan					Totals
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month

99

AGY, POL, CAND

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	25	\$4,795.00	\$4,075.75	August 2012	25	\$4,795.00	\$4,075.75	0.00
08/27/12	09/01/12	18	\$3,955.00	\$3,361.75	September 2012	18	\$3,955.00	\$3,361.75	0.00
					Totals	43	\$8,750.00	\$7,437.50	0.00

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
КОВ	26%	\$8,750.00
Market	100%	\$33,653.85

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Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$3,028.85
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$9,759.62
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	36%	\$12,115.38
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Order / Rev: 164967 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 8/23-8/27 additional orde KOB

Flight Dates: 08/23/12 - 09/01/12 Estimate: 11669

Ln (Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	All 08/23/	12 08/27/12	News 4 Today I 5 News 4 Today I 5		M-F 5a-530a		:30	0	\$75.006	0.00 NM	3	\$225.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 08/20/12 ek: 08/27/12	08/26/12 09/02/12	TF M	2	\$75.00 \$75.00	0.00 0.00						
N 2			News 4 Today I 5		M-F 530a-6a		:30	0	\$150.006	0.00 NM	3	\$450.00
	Start Date	End Date	News 4 Today I 5 Weekdays	530a-6a Spots/Week	<u>Rate</u>	Rating						
	ek: 08/20/12	08/26/12	TF	2	\$150.00	0.00						
N 3	ek: 08/27/12 All 08/23/	09/02/12	M News 4 Today II 6	1 Sa-7a CM	\$150.00 M-F 6a-7a	0.00	:30	0	\$275.006	0.00 NM	1	\$275.00
IN 3	All 00/23/	12 00/21/12	News 4 Today II		W-1 0a-7a		30	U	φ213.000	0.00 INIVI	'	φ213.00
10/-	Start Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Rating						
Spot	ek: 08/20/12 <u>Ch</u> <u>Date R</u>	08/26/12 <u>ange</u> <u>D</u>	escription	2 <u>Start</u>	\$275.00 <u>/End Time</u>	0.00	Weekdays	Ler	ngth Rate	Rtg Type		
1		12-08/26/12 N	lews 4 Today II 6a	-7a M-F	6a-7a		ThF	-	:30 (\$275.00)) 0.00 <i>NM</i>		
	Credited [Time Period	od not availat	ole]									
2		12-08/26/12 N	lews 4 Today II 6a	-7a M-F	6a-7a		ThF	-	:30 (\$275.00)) 0.00 <i>NM</i>		
	Credited [Time Period	od not availat	ole]									
	ek: 08/27/12	09/02/12	M	1	\$275.00	0.00						
N 4	All 08/23/	12 08/27/12	M-F Today Show M-F Today Show		M-F 7a-9a		:30	0	\$275.006	0.00 NM	3	\$825.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 08/20/12 ek: 08/27/12	08/26/12 09/02/12	TF M	2	\$275.00 \$275.00	0.00 0.00						
N 5			News 4 Weekend News 4 Weekend	I Sat 7aGM	Sa 7a-9a		s- :30	1	\$100.006	0.00 NM	1	\$100.00
Wee	Start Date ek: 08/20/12	End Date 08/26/12	Weekdays S-	Spots/Week 1	Rate \$100.00	Rating 0.00						
N 6	All 08/23/	12 08/26/12	Sunday Today Sunday Today	СМ	Su 7a-8a		-S :30	1	\$100.006	0.00 NM	1	\$100.00
Wee	Start Date ek: 08/20/12	End Date 08/26/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
N 7	All 08/23/	12 08/26/12	M-F Today Show M-F Today Show		M-F 9a-10a	T-	:30	1	\$200.003	0.00 NM	1	\$200.00
Wee	Start Date ek: 08/20/12	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$200.00	Rating 0.00						
N 8			M-F Today Show M-F Today Show		M-F 10a-11a	F	:30	1	\$75.006	0.00 NM	0	\$0.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee Spot	ek: 08/20/12 <u>Ch</u> <u>Date R</u>	08/26/12 ange D	F escription	1 Start	\$75.00 <u>/End Time</u>	0.00	Weekdays	Ler	ngth Rate	Rtg Type		
1	All 08/20/		1-F Today Show III		10a-11a		F	-		0.00 NM		
	Credited [Time periods]	od not availab	le]									
N 9	• '		Who Wants to Be	=	M-F 1130a-1	2рF	:30	1	\$75.006	0.00 NM	1	\$75.00
We	Start Date ek: 08/20/12	End Date 08/26/12	Weekdays	Spots/Week	<u>Rate</u> \$75.00	Rating 0.00						
N10		12 08/27/12		CM	M-F 12noon-		:30	1	\$125.004	0.00 NM	2	\$250.00
										•	-	

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Order / Rev: 164967 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 8/23-8/27 additional orde KOB

Flight Dates: 08/23/12 - 09/01/12 Estimate: 11669

Ln Cl	n Start	End	Inventory Code		Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
•			News 4 @ Midday News 4 @ Midday									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	:: 08/20/12	08/26/12	T	1	\$125.00	0.00						
	:: 08/27/12	09/02/12	M	1 014	\$125.00	0.00			# 405.000	0.00.004	_	# 405.00
N11 A	All 08/23/1	2 08/26/12	Days Of Our Lives Days Of Our Lives	•	M-F 1p-2p	F	:30	1	\$125.006	0.00 NM	1	\$125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	:: 08/20/12	08/26/12	F	1	\$125.00	0.00						
N12 A	All 08/23/1	2 08/27/12	The Insider 3p The Insider 3p	СМ	M-F 3p-330p		:30	0	\$125.004	0.00 NM	3	\$375.00
147	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	:: 08/20/12 :: 08/27/12	08/26/12 09/02/12	TF M	2		0.00 0.00						
			Inside Edition 330	р СМ	M-F 330p-4p		:30	0	\$125.004	0.00 NM	3	\$375.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 08/20/12	08/26/12	TF	2		0.00						
	:: 08/27/12	09/02/12	M	1 2 4n/48M		0.00	.20		Ф7E 006	0.00 NIM	2	\$450.00
N14 A			Judge Judy-P/ DR Judy Judy-P/ DR	4p/ 430p	M-F 4p-5p		:30	0	\$75.006	0.00 NM	2	\$150.00
Week	Start Date :: 08/20/12	End Date 08/26/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$75.00	Rating 0.00						
Spot	Ch Date Ra		escription	_	t/End Time		<u>Weekdays</u>	Len	gth Rate	Rtg Type		
1		2-08/26/12 J	udge Judy-P/ DR 4	<i>p/430p</i> M-F	4p-5p	-	ThF	-	:30 (\$75.00)	0.00 NM		
	Credited	d not availab	lo]									
Week	:: 08/27/12	09/02/12	M	1	\$75.00	0.00						
N15 A	All 08/23/1	2 08/26/12	News 4 @ 5p M-F News 4 @ 5p M-F		M-F 5p-530p	F	:30	1	\$325.004	0.00 NM	1	\$325.00
Week	Start Date :: 08/20/12	End Date 08/26/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$325.00	Rating 0.00						
N16 A	All 08/23/1	2 08/27/12	News 4 @ 6p M-F News 4 @ 6p M-F		M-F 6p-632p		:30	0	\$400.004	0.00 NM	2	\$800.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	:: 08/20/12 :: 08/27/12	08/26/12 09/02/12	T M	1 1	\$400.00 \$400.00	0.00 0.00						
			News 4 @ 630p N		M-F 630p-7p	TF	:30	2	\$300.006	0.00 NM	0	\$0.00
	Start Date	End Date	News 4 @ 630p M Weekdays		Rate	Rating			,			,
Week	:: 08/20/12	08/26/12	TF	2		0.00						
Spot 1	Ch Date Ra All 08/20/1		escription lews 4 @ 630p M-F		<u>t/End Time</u> 630p-7p	_	<u>Weekdays</u> ThF	<u>Len</u>	<u>gth</u> <u>Rate</u> :30 (\$300.00)	Rtg Type 0.00 NM		
	Credited	d not ovollok	lo]									
2	All 08/20/1	d not availat 2-08/26/12 N	lews 4 @ 630p M-F	= M-F	630p-7p	-	ThF	-	:30 (\$300.00)	0.00 NM		
	Credited [Time Perio	d not availab	blel									
N18 A			News 4 @ 6p Sat News 4 @ 6p Sat		Sa 6p-630p	S-	:30	1	\$150.006	0.00 NM	1	\$150.00
Wook	Start Date :: 08/20/12	End Date 08/26/12	Weekdays	Spots/Week 1	<u>Rate</u>	Rating 0.00						
			News 4 @ 5p Sur	n CM	\$150.00 Su 5p-530p	S	:30	1	\$125.006	0.00 NM	1	\$125.00
	Start Date	End Date	News 4 @ 5p Sur Weekdays	n Spots/Week	Rate	Rating						
Week	:: 08/20/12	08/26/12	S	1	\$125.00	0.00						
N20 A	All 08/27/1	2 08/27/12	Monday Prime C Monday Prime C	СМ	M 9p-10p	M	:30	1	\$550.006	0.00 NM	0	\$0.00
Week	Start Date :: 08/27/12	End Date 09/02/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$550.00	Rating 0.00						

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Order / Rev: 164967 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 8/23-8/27 additional orde KOB

Flight Dates: 08/23/12 - 09/01/12 Estimate: 11669

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 20	All	08/27/1	2 08/27/12	Monday Prime C Monday Prime C	СМ	M 9p-10p	M	- :30	1 \$	\$550.006	0.00 NM	0	\$0.00
Spot	ek: 08 <u>Cl</u>	art Date 3/27/12 h Date Ra		Weekdays M escription Monday Prime C		Rate \$550.00 t/End Time o-10p	Rating 0.00	Weekdays M	Length	<u>n Rate</u> O (\$550.00)	Rtg Type		
1	Cı	redited	d not availab	·	ivi əļ	у-10 р		V	30) (\$330.00)	0.00 14171		
N21	All	•		Thursday Prime E Thursday Prime I		Th 8p-9p	T	- :30	1 \$	\$550.006	0.00 NM	0	\$0.00
We Spot	ek: 08	art Date 3/20/12 h Date Ra	End Date 08/26/12 inge D	WeekdaysT escription	Spots/Week 1 Star	<u>Rate</u> \$550.00 t/End Time	Rating 0.00	Weekdays	Length	n Rate	Rtg Type		
1	A	II 08/20/12 redited	2-08/26/12 T	hursday Prime B		p-9p		Th	- :30	(\$550.00)	0.00 NM		
N22	All	08/23/1	2 08/26/12	Friday Prime A Friday Prime A	СМ	F 7p-8p	F-	- :30	1 \$	\$400.006	0.00 NM	1	\$400.00
We		art Date 3/20/12	End Date 08/26/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
N 23	All	08/23/1	2 08/26/12	Saturday Prime A Satruday Prime A		Sa 7p-8p	S	- :30	1 \$	\$250.006	0.00 NM	1	\$250.00
We	ek: 08	art Date 3/20/12	End Date 08/26/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
N 24	All	08/27/1		News 4 @ 10p M News 4 @ 10p M	l-F	M-F 10p-103	5р м	- :30	1 \$	\$400.006	0.00 NM	1	\$400.00
We	ek: 08	art <u>Date</u> 3/27/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
N 25	All		2 08/27/12	The Tonight Show	W	·	1135рм	- :30	1 \$	\$150.004	0.00 NM	1	\$150.00
We	ek: 08	art <u>Date</u> 3/27/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
N 26	All			The Tonight Show	W	·	1135pT	- :30	1 \$	\$245.003	0.00 NM	1	\$245.00
	ek: 08	art <u>Date</u> 3/20/12	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$245.00	Rating 0.00						
N 27	All	08/27/1	2 08/27/12	Access Hollywoo		M-Th 1135p-	1207aM	- :30	1	\$55.006	0.00 NM	1	\$55.00
We		art Date 3/27/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$55.00	Rating 0.00						
N 28	All			Friday Prime B Friday Prime B	СМ	F 8p-9p	F-	- :30	1 \$	600.004	0.00 NM	1	\$600.00
	ek: 08	art Date 3/20/12	End Date 08/26/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
N 29	All			Rachael Ray 2p Rachael Ray 2p	СМ	M-F 2p-3p	M	- :30	1	\$75.006	0.00 NM	1	\$75.00
	ek: 08	art Date 3/27/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$75.00	Rating 0.00						•
N30	All			News 4 @ 630p Ne	M-F	M-F 630p-7p		- :30	2 \$	300.006	0.00 NM	1	\$300.00
	ek: 08	art Date 3/27/12	End Date 09/02/12	Weekdays MTWTF	Spots/Week 2		Rating 0.00	Maakdaya	Longth	Doto	Dta Tuno		
Spot 1	Α	h <u>Date Ra</u> II 08/27/12 redited	_	escription lews 4 @ 630p M-		<u>t/End Time</u> 630p-7p		Weekdays MTWThF	<u>Lengtl</u> 30: -	<u>n kate</u> 9 (\$300.00)	Rtg Type 0.00 NM		
NOA	[T	ime perio	d not availab		CA 4	M E 70 00	-	.20	4 4	2275 000	0.00 NINA	4	407 E 00
N31	All			M-F Today Show M-F Today Show		M-F 7a-9a	-T	- :30	1 \$	\$275.006	0.00 NM	1	\$275.00
We		art Date 3/27/12	End Date 09/02/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00						

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KOB

Order / Rev: 164967 Advertiser: Heinrich for Senate

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Flight Dates: 08/23/12 - 09/01/12 Estimate: 11669

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 31	All	08/27/1	2 08/31/12	M-F Today Show		M-F 7a-9a	-T	:30	1	\$275.006	0.00 NM	1	\$275.00
				M-F Today Show	1								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We	ek: 08/	/27/12	09/02/12	MTWTF	1	\$275.00	0.00						
N 32	All	08/27/1	2 08/31/12	Who Wants to Be	e A Milli6M	M-F 1130a-	12p M	:30	1	\$75.006	0.00 NM	1	\$75.00
				Who Wants to B	e A Million								
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We	ek: 08/	/27/12	09/02/12	M	1	\$75.00	0.00						
N 33	All	08/27/1	2 08/31/12	Thursday Prime (С СМ	Th 9p-10p	T	:30	1	\$700.004	0.00 NM	1	\$700.00
				Thursday Prime	С								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 08/	/27/12	09/02/12	T	1	\$700.00	0.00						
N 34	All	09/01/1	2 09/01/12	News 4 @ 630p \$	Sat CM	Sa 630p-7p	S-	:30	1	\$300.002	0.00 NM	1	\$300.00
				News 4 @ 630p	Sat								
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 08/	/27/12	09/02/12	S-	1	\$300.00	0.00						
*Tax 1	Note:	ABQ 7%.		·							Totals	43	\$8,750.00